

In the claims:

All claims in the application are indicated below.

1. (Previously presented) An integrated circuit flash drive memory device connectable to a host computing device, comprising:

a controller for controlling interaction between the integrated circuit flash drive memory device and the host computing device;

a protected memory component storing arbitrary application software operable on the host computing device, the protected arbitrary software in the protected memory component cannot be viewed or accessed by the user; and

~~autorun software stored on the integrated circuit memory device to install or to run the arbitrary application software on the host computing device automatically upon activation of the integrated circuit memory device with the host computing device;~~

application launcher software stored on the integrated circuit memory device to run automatically on the host computing device upon activation of the integrated circuit memory device with the host computing device, the application launcher software running on the host computing device to install or to run the arbitrary application software on the host computing device;

whereby the protected arbitrary software in the protected memory component cannot be viewed or accessed by the user even with user password authentication and is only accessible to be run by the application launcher software upon authentication of the application launcher software.

2. (Previously presented) The integrated circuit flash drive memory device of claim 1 in which the application launcher software is embedded in the controller.

3. (Previously presented) The integrated circuit flash drive memory device of claim 1 further including a public memory component that can be viewed or accessed by the user.

4. (Previously presented) The integrated circuit flash drive memory device of claim 1 in which the application launcher software further runs the

arbitrary software on the host computing device upon installing the arbitrary software.

5. (Previously presented) The integrated circuit flash drive memory device of claim 1 further comprising a user operable manual switch that allows a user to select from among plural operating states that include a first state in which the application launcher software is operable and a second state in which the application launcher software is not operable so that the integrated circuit flash drive memory device functions as a conventional integrated circuit flash drive memory device.

6. (Previously presented) The integrated circuit flash drive memory device of claim 5 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

7. (Cancelled)

8. (Currently amended) The integrated circuit flash drive memory device of claim 1 further comprising a connection that is connectable to a host computing device a over a Universal Serial Bus connection port.

9. (Previously presented) The integrated circuit flash drive memory device of claim 1 in which the controller and the memory component operate together as a storage device to the host computing device.

10-19. (Cancelled)

20. (Currently amended) An integrated circuit memory device connectable to a host computing device, comprising:

- a controller for controlling interaction between the integrated circuit memory device and the host computing device;

- a memory component storing protected software operable on the host computing device; and

- autorun software stored on the integrated circuit memory device to run automatically on the host computing device upon activation of the integrated circuit memory device with the host computing device, the autorun software,

upon running on the host computing device, installing or running the protected software on the host computing device,

wherein the memory component includes a protected memory component where the protected software is stored so as not to be viewable or accessible by the user, even with user password authentication, and is accessible only by the autorun software for installation or running of the protected software, thereby providing copy protection of the protected software.

21. (Previously presented) The integrated circuit memory device of claim 20 in which the protected memory component accessible by the autorun software includes an authenticated step by the autorun software.

22. (Previously presented) The integrated circuit memory device of claim 20 in which the autorun software further runs the protected software on the host computing device upon installing the protected software.

23. (Previously presented) The integrated circuit memory device of claim 20 further comprising a user operable manual switch that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the auto run software is not operable so that the integrated circuit flash drive memory device functions as a convention integrated circuit flash drive memory device.

24. (Previously presented) The integrated circuit memory device of claim 23 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

25. (Previously presented) The integrated circuit memory device of claim 20 further comprising a connection that is connectable to a Universal Serial Bus port.

26 (Previously amended) The integrated circuit memory device of claim 20 in which the memory component includes an external memory added to the integrated circuit memory device.

27. (Currently amended) An integrated circuit memory device connectable to a host computing device, comprising:

a controller for controlling interaction between the integrated circuit memory device and the host computing device;

a memory component storing arbitrary application software operable on the host computing device;

autorun software stored on the integrated circuit memory device to install and run the arbitrary application software on the host computing device automatically upon activation of the integrated circuit memory device with the host computing device; and

a user operable manual switch on the ~~integrated~~ integrated circuit memory device that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the autorun software is not operable so that the integrated circuit memory device functions as a conventional integrated circuit memory device.

28. (Previously presented) The integrated circuit memory device of claim 27 in which the autorun software is embedded in the controller.

29. (Previously presented) The integrated circuit memory device of claim 28 in which the memory component includes a protected memory component and the arbitrary software is a protected software stored in the protected memory component that is not viewable or accessible by the user, and access to the protected software by the autorun software requires authentication of the autorun software, thereby providing copy protection of the arbitrary software.

30. (Previously presented) The integrated circuit memory device of claim 28 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

31. (Previously presented) The integrated circuit memory device of claim 28 further comprising a connection to the host computing device that is connectable to a Universal Serial Bus port.

32. (Previously presented) The integrated circuit memory device of claim 28 further comprising a wireless component and the arbitrary application software is a wireless software.

33. (Currently amended) An integrated circuit wireless device connectable to a host computing device, comprising:

- a controller for controlling interaction between the integrated circuit wireless device and the host computing device;
- a wireless component for enabling the host computing device wireless connectivity with the wireless component;
- a memory component for storing wireless application software operable on the host computing device; and
- autorun software stored on the integrated circuit wireless device that ~~autorun~~ runs automatically on the host computing device upon activation of the integrated circuit wireless device with the host computing device, ~~and the autorun software, upon~~ running on the host computing device, ~~install and installing or run running~~ the wireless application software on the host computing device;

wherein the memory component includes a protected memory component where the wireless application software is stored so as not to be viewable or accessible by the user, even with user password authentication, and is accessible only by the autorun software for installation or running of the wireless application software, thereby providing copy protection of the wireless application software.

34. (Previously presented) The integrated circuit wireless device of claim 33 in which the connection between the integrated circuit wireless device with the host computing device is a Universal Serial Bus connection and the controller is a Universal Serial Bus controller.

35. (Previously presented) The integrated circuit wireless device of claim 33 in which the wireless component is a short range wireless specification.

36. (Previously presented) The integrated circuit wireless device of claim 33 in which the wireless component is a Wireless Local Area Network component and the wireless application software stored in the memory component for installing and or running on the host computer is a Wireless Local Area Network application software.

37. (Previously presented) The integrated circuit wireless device of claim 33 further includes an external memory component and the integrated circuit wireless device operable as an external memory storage device and an external wireless device to the host computer.

38 (Previously presented) The integrated circuit flash drive memory device of claim 1 in which the arbitrary software is a wireless software.

39 (Previously presented) The integrated circuit memory device of claim 20 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices.

40 (Previously presented) The integrated circuit memory device of claim 39 in which the Universal Serial Bus hub includes one upstream port and one or more downstream ports for interfacing or connecting to one or more functional components or devices.

41. (New) The integrated circuit flash drive memory device of claim 20 further including a public memory component that can be viewed or accessed by the user.

42. (New) The integrated circuit memory device of claim 20 further comprising a wireless component and the protected software is a wireless software.

43 (New) The integrated circuit wireless device of claim 42 in which the wireless component is compatible to short range wireless protocol specification.

44. (New) The integrated circuit memory device of claim 20 in which the protected memory component further stores protected data that is not accessible by the user and is accessible only by the autorun software during installation or running of the autorun software, thereby providing copy protection of the protected data.

45. (New) The integrated circuit memory device of claim 27 further including a public memory component that can be viewed or accessed by the user.

46. (New) The integrated circuit memory device of claim 27 in which the memory component includes a protected memory component that stores

protected data that is not viewable or accessible by the user and is accessible only by the autorun software upon authentication of the autorun software, thereby providing copy protection of the protected data.

47. (New) The integrated circuit memory device of claim 31 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices, the Universal Serial Bus hub includes one upstream port for interfacing with the host computing device and one or more downstream ports for interfacing or connecting to one or more functional components or devices.

48. (New) The integrated circuit wireless device of claim 35 in which the short range wireless specification is compatible with a short range wireless protocol specification.

49. (New) The integrated circuit wireless device of claim 33 further including public memory component that can be viewed or accessed by the user.

50. (New) The integrated circuit flash drive memory device of claim 1 in which the protected memory component further stores protected data that is not accessible by the user and is accessible only by the application launcher software or the arbitrary software during installation or running of the application launcher software or the arbitrary software, thereby providing copy protection of the protected data.

51. (New) The integrated circuit flash drive memory device of claim 8 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices, the Universal Serial Bus hub including one upstream port for interfacing with the host computing device and one or more downstream ports for interfacing or connecting to one or more functional components or devices.